

## **Fulfillment Subcommittee – Visitor Guide Review – Meeting Minutes**

Wednesday, May 5<sup>th</sup>, 2010 at 10:00 am

River Pointe Café

Purpose: Review responses received from 2011 Visitor Guide RFP

Attendees (TTC Board): Jim Smith, Bob Hart, Pam Schoemig, Daniel Gonzales

Non-voting attendees: Jennie Green, Shari Pierce, Mike Pierce, Bill Hudson, Mary Jo Coulehan

- 1) Jim Smith asked Jennie Green to provide an overview of the two proposals received
  - a) Jennie highlighted key points of both proposals:
    - i) Sun is asking for \$50,000 to produce a summer and winter visitor guide and to provide an online version; they do not recommend an annual guide
    - ii) Cassio Group proposed multiple different ways of handling fulfillments, through a combination of print, online and additional technologies, such as phone applications; cost structure seemed to indicate costs were covered through advertising revenue, with a profit returning to the Town
- 2) General Discussion about the proposals; committee discussed their questions and concerns and decided to set up one on one meetings with each vendor to meet with the two board members. The fulfillment subcommittee wanted to address:
  - i) meet Cassio, many on the board were not familiar with them, understand their proposed pricing and how it would work and see previous work samples to determine if they had the previous experience to produce top quality guide
    - (1) Meeting with the Cassio Group was scheduled Tuesday May 11<sup>th</sup> for 1pm at Jim Smith Realty; Jim Smith, Morgan Murri, Mary Jo Coulehan and Jennie Green planned to attend
  - ii) proposed cost with the Sun and whether costs could be reduced over time
    - (1) Meeting with the Sun scheduled for Friday, May 14<sup>th</sup> at 9am at Jim Smith Realty; Jim Smith, Morgan Murri, Mary Jo Coulehan and Jennie Green planned to attend